

# CRAFT ARTIST TERMS AND CONDITION



The National TrendVision Award (NTVA) is an online photographic competition run by HFC Prestige International Sweden AB (hereinafter referred to, together with its affiliates and parent company as “Wella Company”).

NTVA is a competition with several categories:

- Color Artist of the year (by Wella Professionals)
- Craft Artist of the year (by Wella Professionals)
- Style Master of the year (by ghd)

This document presents the terms and condition of only Craft Artist of the year category.

## 1. ABOUT THE HAIRDRESSER

- 1.1 The Swedish Craft Artist of the year category is open to all qualified hairdressers/colorists working as a hairdresser in Sweden & Iceland only.
- 1.2 No families and closer family members (brothers, sisters, parents, children, husband or live-in partners) of employees working for Wella Company, will be allowed to enter the competition.
- 1.3 Only the competitor, whose name is on the entry form, can receive the NTVA Craft Artist of the year prize (see article 4).
- 1.4 The competitor must be a qualified hairdresser.
- 1.5 The competitor and model must be above 18 years old.
- 1.6 The competitors are allowed to submit as many entries as they like across all categories, but each entry must be a different image/look with a clear difference in the hair color, cut or style. If a competitor is selected in several categories as finalist, he/she will be contacted to choose the category he/she wants to compete.

## 2. ABOUT THE COMPETITION

- 2.1 The Swedish NTVA is an online photographic competition where competitors will post a photograph of finished look on social media made with Wella Professionals products only.
- 2.2 By submitting pictures to us in connection with the TrendVision Awards competition, you “the competitor” represent and warrant to Wella Company that all photographic images submitted in connection with the TrendVision Award were done with Wella Professionals products. Upon Wella Company’s request, each competitor must be prepared to provide (within five calendar days of receipt of Wella Company’s request) the list of Wella Professionals products used. Failure to provide such information or failure to proof the looks were done with Wella Professionals products upon request may result in disqualification at any time during the competition and selection of an alternate finalist or winner.
- 2.3 A Nordic panel of judges will judge all pictures and will choose the Swedish bronze, silver & gold winners.
- 2.4 Each entry will be judged based on the amount of online vote (representing 20% of the total vote) as per as the criteria written in paragraph 3.8 (representing 80% of the total vote).
- 2.5 A successful look should show:
  - 2.5.1 A style that is highlighting the authentic beauty of your model
  - 2.5.2 A cut, color and styling category that will express the model’s true self
  - 2.5.3 A celebration of the unique beauty and look of every individual personality
  - 2.5.4 A revelation of the authentic beauty of the model and will enable to feel herself
  - 2.5.5 A beautiful cut, color and styling hair that considers and compliments the personal beauty of the model and her unique style
  - 2.5.6 A shiny and in excellent condition hair with the highest professional finish
  - 2.5.7 A makeup and clothes styling that complement the overall look, working in synergy with the hairstyle showing the highest level of craftsmanship

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### 3. ABOUT THE ENTRY PHASE

Complete a look and upload one photo of the completed look on Instagram, using hashtag **#CraftArtist\_Sverige** or **#CraftArtist\_Iceland** and tag **@Wellanordic** into the caption (not in the comments) and on the photograph.

- 3.1 By submitting pictures to us in connection with the TrendVision Awards competition, you “the competitor” represent and warrant to Wella Company that all photographic images submitted in connection with the TrendVision Award, constitute original copyrighted works of the competitor and that the competitor is free to grant and does hereby grant Wella Company a non- exclusive, royalty-free, fully paid, perpetual, right and license to reproduce, distribute, display and create derivative works of the entry in connection with the competition and promotion of the competition, in any media now or hereafter known. If the photograph contains any materials or elements that are not owned by the competitor and/or which are subject to the rights of third parties and/or if any persons appear in the photograph, the competitor is responsible for obtaining, prior to submission of the photograph, any and all releases and consents necessary to permit the exhibition and use of the photograph in the manner set forth in these official terms and condition without any compensation. If any person appearing in any photograph is under the age of the majority in their country of residence, the signature of a parent or legal guardian is required on each release. Competitor shall indemnify and hold Wella Company harmless from any losses incurred by the indemnified parties as a result of a breach by competitor of the representations and warranties made in this agreement. Upon Wella Company’s request, each competitor must be prepared to provide (within five calendar days of receipt of Wella Company’s request) a signed release from all persons who appear in the photograph submitted and/or from the owner of any materials that appears in the photograph, authorizing Wella Company to reproduce, distribute, display and create derivative works of the entry in connection with the competition and promotion of the competition, in any media now or hereafter known. Failure to provide such release upon request may result in disqualification at any time during the competition and selection of an alternate finalist or winner.
- 3.2 Each contestant who wishes to enter the competition will be asked to write in the Instagram comment box “ By posting this photo, I agree and assign my intellectual property rights to Wella Company”.
- 3.3 Entries will be accepted using an existing photo, as long as it has not been submitted previously to NTVA. The photo should have been taken no more than 12 months prior to submission.
- 3.4 Photos taken on a phone are totally acceptable and care must be taken to submit the best possible quality of photograph. All photographs either professionally shot or taken on a mobile phone will be judged equally.
- 3.5 Models wearing a mask is allowed.
- 3.6 Closing date for entries is December 1st. Entries received after this date cannot be accepted.
- 3.7 Pictures will be judged by Wella Professionals panel of artists (“Judges”) on:
  - 3.7.1 50% of the total vote will come from the imaginative cut / styling / color techniques
  - 3.7.2 30% of the total vote will come from the end result beautifully crafted and the overall vision
  - 3.7.3 20% of the total vote will come from the model selection
- 3.8 The winning looks will be notified and be asked to send the color formula used on their look within five calendar days of receipt of Wella Company’s request as per as a description of the inspiration behind the look created.

### 4. ABOUT THE SWEDISH NTVA CRAFT ARTIST PRIZES

- 4.1 On the 19<sup>th</sup> of January, the Swedish NTVA Craft Artists of the year Bronze winners, Silver winners and Gold winners will be announced on social media on **@wellanordic** IG channel.
- 4.2 The Swedish NTVA Craft Artists of the year Bronze winners will receive:
  - 4.2.1 Wella seminars/ products value: 5.000 SEK
  - 4.2.2 Trophy & diploma

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- 4.3 The Swedish NTVA Craft Artists of the year Silver winners will receive:
  - 4.3.1 Wella seminars products value: 7.000 SEK
  - 4.3.2 Trophy & diploma
- 4.4 The Swedish NTVA Craft Artists of the year Gold winners will receive:
  - 4.4.1 Wella seminars products value: 10.000 SEK
  - 4.4.2 A unique creative experience at 70.000 SEK
  - 4.4.3 Trophy & diploma

## 5. ABOUT ITVA COMPETITION

- 5.1 The NTVA Craft Artist of the year Gold winner will compete for the International TrendVision Award (ITVA) against all other NTVA Craft Artist of the year Gold winners from around the world.
- 5.2 ITVA is a competition where a panel of Judges will evaluate each competitors NTVA winning looks. The competitors will be judged based on the following:
  - 5.2.1 **80% of the total vote will come from the NTVA winning look:**
    - 5.2.1.1 50% of the total vote will come from the techniques:
      - 5.2.1.1.1 Imaginative cut/color/styling techniques that are not forced or overdone
      - 5.2.1.1.2 End result beautifully crafted with a professional execution
      - 5.2.1.1.3 Clever use of texture
      - 5.2.1.1.4 Overall cut, style and color are in harmony
    - 5.2.1.2 30% of the total vote will come from the overall vision
      - 5.2.1.2.1 After picture end look should show a stunning result, beautifully crafted that reveal the authentic beauty of the model
      - 5.2.1.2.2 A look that shows the model as her best self
      - 5.2.1.2.3 Overall quality, style and finish of the hair is excellent
    - 5.2.1.3 20% of the total vote will come from the models charisma and personality that will need to shine through the photograph
  - 5.2.2 **10% of the total vote will come from the portfolio looks previously created and visible on Instagram**
    - 5.2.2.1 Craftmanship
    - 5.2.2.2 Beauty of the looks created
  - 5.2.3 **10% of the total vote will come from Instagram Activities:**
    - 5.2.3.1 Have an active channel by posting minimum 3 times a week
    - 5.2.3.2 Have more than 1,000 followers
- 5.3 The competitor who will receive the highest score as per the article 5.2 will be declared the ITVA Craft Artist of the year and will be announced on social media in March 2022.
- 5.4 The ITVA Craft Artist of the year will receive:
  - 5.4.1 The ITVA trophy
  - 5.4.2 An invitation to experience the international stage of Destination event 2022 (exact location and date to be announced by end of December 2021) (transport, accommodation, food & beverage and costs associated to the show (models, styling, make-up artists, choreographer, etc) to be covered by Wella Professionals) – prize value 70.000 SEK.
  - 5.4.3 All other expenses and costs, not expressly listed above, including, but not limited to, taxes, insurance, telephone charges, room service and laundry services, personal expenses, gratuities, entertainment, transfers, incidental charges, or any other items not specifically described in these official terms and condition, any transportation not mentioned within such prize descriptions and all expenses for any of the foregoing are the sole responsibility of the ITVA Craft Artist of the year.
  - 5.4.4 No transfer, substitution or cash equivalent for any prizes will be permitted, except at the sole discretion of Wella Company due to prize unavailability for any reason, including but not limited to, cancellation, scheduling conflicts or an event of force majeure; and, in such circumstance, an alternate prize/prize component of equal value will be awarded and Wella Company's obligation to the winners will be fulfilled, and no other additional compensation will be provided. No responsibility or liability is assumed for damages, losses or injury resulting from acceptance or use of any prize.

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- 5.4.5 ITVA Craft Artist of the year must possess valid travel documents (i.e., valid photo ID, valid passport, VISA, etc.) in order to travel to ITVA Creative Retreat. Failure to obtain required travel documents by ITVA Craft Artist of the year may result in forfeiture of prize.

PLEASE NOTE

THE JUDGES' DECISION IS FINAL. NO CORRESPONDENCE WILL BE ENTERED INTO. ENTRANTS HAVE NO RIGHT TO LEGAL RECOURSE.

ENTRY OF THE COMPETITION CONFIRMS THE COMPETITOR AGREES TO ABIDE BY THE COMPETITION TERMS AND CONDITION.

ANY FAILURE TO COMPLY WITH THE TERMS AND CONDITION WILL RENDER A COMPETITOR LIABLE FOR DISQUALIFICATION.